

## **PRESS RELEASE:**

### **First-Time Self-Published Bedford Author Is Amazon Best-Seller**

#### **SUMMARY**

*Bedford author Lynn Serafinn became an Amazon UK best-selling author yesterday when her debut book, **The Garden of the Soul: lessons from four flowers that unearth the Self** entered the top selling titles on the day of its launch on 7 April 2009 in three categories: New Age, Spirituality and Self-Help. Amazon's sales ratings are updated hourly; if a book appears in the "Top 100" within any given category, it can be said to be a best-seller.*

#### **BEDFORD, ENGLAND, 8 APRIL 2009**

Bedford author Lynn Serafinn became an Amazon UK best-selling author yesterday when her debut book, ***The Garden of the Soul: lessons from four flowers that unearth the Self*** entered the top selling titles on the day of its launch on 7 April 2009 in three categories. Amazon's sales ratings are updated hourly. Books are not only rated in their rank according to their sales in "all books", but also within a range of different genres and sub-genres. If a book appears in the "Top 100" within any given category, it can be said to be a best-seller.

On Tuesday, the day of its launch, *The Garden of the Soul* achieved "Amazon Best Seller" status by ranking as high as 18th in the New Age/Occult category and 21st in the Mind, Body, Spirit/Spirituality category. It shared this list with authors such as the Dalai Lama, Rhonda Byrne, Deepak Chopra and Paul McKenna, and was actually ahead of some titles by well-known spirituality authors such as Doreen Virtue, Abraham (Esther Hicks), Neale Donald Walsch and even the very popular Eckhart Tolle. By the next day, Lynn's book had also reached number 92 in the highly competitive "Self Help" category, and its rankings in the overall books on Amazon UK reached an extremely impressive figure of number 1,494 amongst its many millions of books.

Lynn has this to say about her achievement, "All of this is extremely satisfying for a first-time, self-published author working on a complete shoe-string marketing budget. I owe all my success to the collaborative efforts of my many colleagues on the social networks! When the World Wide Web works right, it really works. I must say I feel truly grateful today. After two solid years of writing, rewriting, editing, proofing, marketing, coordinating and overall madness, the baby is finally born, and I now can release it to the world. But all this is just the first 24 hours. The real work has only just begun."

Originally from the United States, Lynn says that her writing the book owes a lot to the positive influence of her adopted home of Bedford, where she has lived for the past four years. The last quarter of the book, she says, contains lessons learned from reflections she had along the River Great Ouse that runs through the town. "Bedfordians will easily be able to recognise the heart of their town in this book," she says. "I hope that my book will put Bedford on the literary map the same way John Fowles immortalised the town of Lyme Regis by writing *The French Lieutenant's Woman*."

In addition to being an author, Lynn is a Personal Transformation Coach, talk radio show host and motivational speaker. She is also the Founder/Leader of the Global Wellness Circle, a thriving community-based holistic education project spread throughout the United Kingdom. She has a grown daughter, who is also a writer, and a young grandson.

#### **BOOK DETAILS**

**Title:** *The Garden of the Soul: lessons from four flowers that unearth the Self*

**Author:** Lynn Serafinn

**Publisher:** Bright Pen Books

**Publish date:** 20 March 2009

**Release Date:** 7 April 2009

**Format:** paperback, 404 pages, illustrated

**Genres:** mind-body-spirit; spirituality; self-help/personal growth

**ISBN13:** 978-0-7552-1126-5

**ISBN10** (Amazon ASIN no): 075521126X

**Price:** £14.99 GBP/\$21.95 USD

## **SYNOPSIS**

*The Garden of the Soul: lessons from four flowers that unearth the **Self*** is a book about becoming whole. Called 'as spiritual as Deepak Chopra and as magical as Paulo Coelho,' *The Garden of the Soul* is a journey on the 'path of least resistance to the Self' through the imagery of four flowers that represent four spiritual principles: 'Give' (the Rose), 'Receive' (the Iris), 'Become' (the Daffodil) and 'Be' (the Lily). Taking the reader on a daring and magical journey through the author's life and imagination—from stage fright and burnout in a classical music conservatory, to life inside an Indian temple, to a hidden life of domestic violence, to finding inner peace atop an old English footbridge—*The Garden of the Soul* explores birth, death, love, art, spirituality and transformation in an eloquent, poetic and ultimately unforgettable way. It is an open invitation to readers to explore how they are already the heroes of their own lives.

## **ABOUT THE AUTHOR**

### **Lynn Serafinn, MAED, CPCC**

Born in Brooklyn, New York in 1955, and now residing in the United Kingdom, author Lynn Serafinn is a Personal Transformation Coach, teacher, motivational speaker and talk radio show host. Owing to her long and diverse professional history in the music industry— from symphony violinist, to opera singer, to east-west fusion artist, to a number-1 electronic dance artist in the 90's— Lynn's writing is lyrical, rhythmic, colourful, highly visual and undeniably metaphoric. She was the ghost writer and editor on several published books on Vedic spirituality and philosophy, and is the author of the eBook *The Path of Least Resistance to the Self*. *The Garden of the Soul* is her first full-length book.

Lynn was educated at New England Conservatory of Music, University of Texas at Austin and University of Phoenix, and holds a B.Mus. in music history and an MAED in adult education and distance learning. Awarded the National Defence Foreign Language Fellowship in 1980-81, Lynn journeyed to Calcutta where she began her long-term studies of Indian music and religion. A fully qualified teacher, she taught music and music technology for many years, and was the recipient of the Microsoft UK Innovative Teacher of the Year Award in 2005. She holds a CPCC through the Coaches Training Institute and is a graduate of the Co-Active Leadership Programme. Now living on her own in Bedford, England, Lynn is the Founder/Leader of the Global Wellness Circle, a thriving community-based holistic education project spread throughout the United Kingdom. She has a grown daughter, who is also a writer, and a young grandson.

## **CONTACT INFO:**

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